

ABSTRACT OF THE DISCLOSURE

5 A white balance control apparatus includes
an evaluation value calculation circuit calculating
and outputting evaluation values of color components
10 of each of a plurality of regions of digital image
data, a luminance conversion part converting the
evaluation values of each of the regions into a
luminance value, and a high-luminance weighting part
converting the evaluation values of each of the
15 regions into a base white balance control amount,
calculating a non-weighted white balance control
amount from the base white balance control amount and
a weighted white balance control amount by performing
weighting processing on the base white balance
20 control amount by using the luminance value of each
of the regions so that a region of higher luminance
has a greater weight, and calculating a white balance
control amount to be applied to the image data at a
time of image recording by using the weighted and
non-weighted white balance control amounts.

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